

# Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear readers,

Greetings from Kalasha, hope you all are doing great and staying safe. We really wish and pray for the well being of everyone.

Introducing an exclusive hand-made silver collection from the family of Kalasha Fine Jewels – KALASHA SILVER WORLD. A dedicated range designed to fulfil all your silver requirements. From pooja articles to intricately designed lamps, sophisticated dinner sets to royal silverware, choicest gifting range to quirky toys we have it all. You can shop our range over a video call and get it shipped to your location.

Special opportunity for NRI clients, due to ongoing lockdown implemented by the government Telangana we are opening our store in the early hours which is comfortable for clients living aboard. Shop for your favourite jewellery over a video call and get it securely shipped to your doorstep.





## CELEBRITIES In Kalasha

Gorgeous Anasuya Bharadwaj giving us jewellery styling goals adorning exquisitely crafted uncut diamond and emerald haram along with cocktail polki ring. These jewels are designed taking inspiration from the Nizam era jewels.



# THE BYGONE ERA

## PRIDE OF BIKANER – JADAU JEWELLERY



It is little known but is a fact, that the most complicated and intricate 'Jadau' or diamond handwork in Jewellery, had been the original tradition of Bikaner. The oldest jewellery tradition of Bikaner 'Jadau' work. Traditional luxury is clearly exemplified by Jadau Jewellery that is the epitome of finesse, representing three different crafts of jewellery making. It's more than a word. It represents the power of art and skills embodied in the hands of craftsmen that create such beauties.

Jadau or Gold Enamel Jewellery forms one of the major examples of high skilled craftsmanship which originated in Indo-Gangetic plains

### ORIGIN AND HISTORY

It is said that making Jadau jewellery using diamonds (Kundan and Polki work) was the original handicraft of Bikaner. Also, it is the oldest handwork jewellery practiced there since the time of the Mughals. Bikaner has the distinction of being the only place where Jadau work can be done on 24 carat gold. Jadau was worn by the royalty and the Mughals, and this craft was patronized by a lot of Maharajas and Maharanis in Rajasthan



### TEAMWORK OF CHITERIAS & GHARIAS

Jadau work is teamwork, where a group of craftsmen are involved together. Each craftsman carries out a specific task related to the jewelry creation. The Chiterias make the basic design, Ghaarias are responsible for engraving and making holes, Meenakari or Enameling is done by the enameler and the goldsmith takes care of the kundan or the gold.

### GREAT PRECISION

Though the art was first produced in Indo-Gangetic plains, jewelry craftsmen made it popular adding various regional their skills. In Jadau jewellery, precious and semi precious stones, gems, crystals and beads are embedded in gold, embedded in gold, which is first melted a bit. When the gold becomes pliable, the stones are set on it with great precision and artistry. After that, it is allowed to cool down and the stones and gems get fixed on it without any adhesive or carvings.

### ARTISTRY

Uncut diamonds called Polki are used as the central stone. Highest care and attention is given towards the detail on every piece that the master craftsman creates. The stone setters first set the stone in silver foil, then fuse with a finishing of pure gold. To engrave about 3-4 stones on the gold-gilded foil, it takes one entire day.



### Kalasha Jewelry

Inspired from the royal heritage, we bring to you this exquisitely fine craftsmanship. The colors and designs are largely inspired by Rajasthani traditions to bring a royal impression. Beautifully studded with rich Sapphires and Emeralds, this necklace is a perfect blend of the gemstones with uncut diamonds and lustrous pearls.

Gross Weight: 240 gr.  
Approx price: 22 lakhs



# JEWELLERY TRENDS

## INTIMATE WEDDING JEWELLERY STYLING GUIDE

Ever since the era of Intimate weddings has dawned upon all of us like never before, we too—being your wedding planning allies—have dived right into bringing the world's inspiration to you like never before. While some of you have always fantasized about a close-knit ceremony, we know that this concept is relatively new to a lot of you and hence, might seem cumbersome. Nevertheless, planning an intimate wedding is a tad bit of a difficult nut to crack but of course, let us help you to choose your wedding jewellery.



### ALL PEARL GALORE

Multi pearl stringed chokers are a hit and look absolutely stunning irrelevant of your outfit style. They would surely be a spectacular option to opt for and pairing them up with small matching earrings would be enough to ramp up your bridal glam!



### EARRINGS THAT SPEAK VOLUMES

Statement earrings do not necessarily mean that they have to be huge and chunky pieces. They can be subtle and yet grab all eyeballs simply because of the artistic way in which they've been crafted.

Whether you pair them up with a thin stringed choker or go sans neck piece while teaming them up with a matching maang-tikka & a jewel neck blouse, let your earrings scream opulence!



### FLAUNT YOUR CHOKERS

Chokers have the ability to elevate your wedding outfits by multifold. Whether your outfits are Indian, western or a blend of both, you're always gonna find a snazzy choker piece for your outfits. From statement jewel encrusted pieces, kundan beauties to traditional jewels, stringed stunners etc., the pool of smaller chokers is far too wide. Pair them up with small studs or even a dainty maang-tikka to pull off a stylish look.

## TESTIMONIALS



Thank you Kalasha for such an amazing jewellery. It was really a great Virtual shopping experience at Kalasha. Amazing staff and Management, Smooth shipping and delivery to USA.

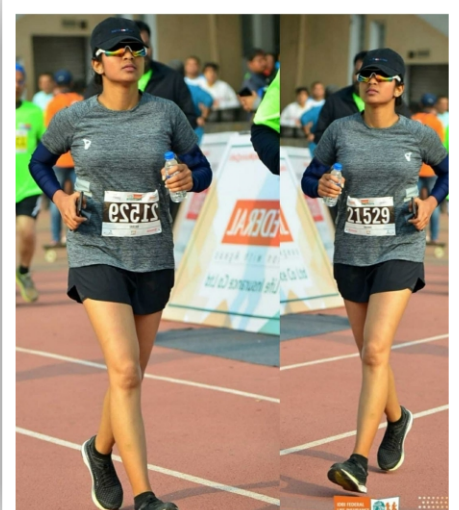
Madhuri Bezgum

## EMPLOYEE'S Talent Corner



## ACHIEVING OUTSIDE THE COMFORT ZONE!

Since childhood I was into sports and athletics. Since I completed my MBA and landed into a full time job I couldn't spend much time into physical activity. I wanted to start engaging in more physical activities like wise one fine day in 2019 I started with running minimum distance later increased number of KMs from 5Km to 10Km per day. I got trained for half marathon that is 21km and have participated in Delhi IDBI Half Marathon. I have also started cycling few KMs a day to maximum 180KM in a day. Physical activity keeps our body active throughout the day and helps us improve our concentration at work.



Anjani.

## CURRENT OFFERINGS

**KALASHA**  
FINE JEWELS  
GOLD | DIAMOND | JADAU

**SHOP OVER  
VIDEO CALL**

THE  
MOST  
DESIRED  
JEWELLER  
BY  
NRI'S

**13.75% OFF** ON GOLD RATE  
i.e. **GST & DUTY FREE** | **FREE SHIPPING\***

\*T & C APPLY.  **+91 93939 92499**

\*Only Valid for Exports.



### The most Desired Jeweller by NRI'S

Providing our NRI customers with exclusive benefits of free shipping. Avail our Exquisite jewellery without GST and Duty free on an exclusive discount of 13.75% off on Gold rate.

Here are a few of our beautiful offerings.

1. Heritage jewellery- inspired by royalty
2. Diamonds - A woman's best friends
3. Mango Mala - Reflects South Indian tradition
4. Nakshi & Temple Collection - For divine and exquisite look
5. Polki - The royal look of Rajkumaris
6. Guttapusala haram - Trendy choice to look graceful and trendy
7. Pacchi Jewellery - Aesthetically designed and finely finished intricate art
8. Kaasula peru - Beautiful assortment reflecting work of art based on various traditions.

Every piece at Kalasha is an eye-catching work of art!

## FACTS

Gold is used most often to treat rheumatoid arthritis. It is sometimes also used to treat juvenile rheumatoid arthritis and psoriatic arthritis. Gold appears to work best in the early stages of arthritis but it may be effective in anyone with active joint pain and swelling.



Store Of The Year 2017  
By UBM



The Best Heritage Bridal Jewellery  
- Times Retail Icons 2018 -



Temple Jewellery Of The Year  
IJ Jewellers Choice Design Awards 2018



The Best Ring Design  
Award 2020

Visit Kalasha For Exclusive Jewellery In Diamond | Jadau | Gold | Platinum | Silver  
Banjara Hills, Hyderabad | MG Road, Vijayawada | Jayanagar, Bengaluru

Jewellery Certified By:

**GIA**  
SOLITAIRE

